Table 1143. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2005 to 2009

[In millions of dollars (37,370 represents \$37,370,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	37,370	40,907	44,926	49,569	51,552
Source of revenue: Licensing of rights to broadcast specialty programming 1	19,279 16,061 2,030	21,196 17,107 2,604	23,563 18,605 2,758	26,183 19,958 3,428	28,746 19,921 2,885
Operating expenses	24,538	26,463	29,073	31,411	31,440
Personnel costs Gross annual payroll Employer's cost for fringe benefits. Temporary staff and leased employee expense Expensed materials, parts and supplies (not for resale) Expensed equipment. Expensed purchase of other materials, parts and supplies Expensed purchased services Expensed purchases of software Purchased electricity and fuels (except motor fuel). Lease and rental payments	4,831 3,894 608 329 143 55 88 2,306 32 39 551	4,754 3,726 610 418 138 50 88 2,789 40 39 494	5,592 4,192 874 526 137 67 70 2,460 49 40	5,894 4,496 868 530 171 80 91 3,282 157 69 550	6,104 4,640 974 490 148 70 78 3,231 60 70 576
Purchased repair and maintenance	. 86	81	64	118	122
Purchased advertising and promotional services Other operating expenses Depreciation and amortization charges Government taxes and license fees	1,598 17,258 (S) 112	2,135 18,782 2,662 79	1,834 20,884 2,885 65	2,388 22,064 3,307 66	2,403 21,957 3,326 65
Program and production costs	11,086 3,450	12,202 3,839	13,804 4,130	14,263 4,428	14,413 4,153

S Data do not meet publication standards. 1 Protected by copyright.

Table 1144. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2005 to 2009

[In millions of dollars (9,378 represents \$9,378,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15, and Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	9,378	11,510	15,035	17,760	19,504
Source of revenue: Publishing and broadcasting of content on the Internet Online advertising space. Licensing of rights to use intellectual property All other operating revenue	5,498 1,812 372 1,696	6,316 2,579 442 (S)	7,576 3,469 486 (S)	8,894 4,298 495 4,073	(S) 4,957 560 3,710
Breakdown of revenue by type of customer: Government. Business firms and not-for-profit organizations. Household consumers and individual users	(S) 6,615 2,227	(S) 7,894 2,991	(S) 9,784 4,344	(S) 12,061 4,527	(S) 13,454 4,825
Operating expenses	8,202	10,102	13,211	15,453	17,080
Personnel. Gross annual payroll Employer's cost for fringe benefits. Temporary staff and leased employee expense Expensed materials, parts and supplies (not for resale) Expensed equipment. Expensed purchase of other materials, parts and supplies	3,563 2,842 507 214 286 121 165	4,398 3,513 636 249 322 123 199	5,648 4,189 892 (S) (S) (S) (S)	6,790 5,094 (S) (S) (S) (S) (S) 235	6,855 5,085 (S) (S) (S) (S) (S) 388
Expensed purchased services Expensed purchases of software Purchased electricity and fuels (except motor fuel) Lease and rental payments Purchased repair and maintenance. Purchased advertising and promotional services Other operating expenses Depreciation and amortization charges. Government taxes and license fees	1,396 176 14 310 90 806 2,957 716 56	1,789 245 22 343 96 1,083 3,593 811 66	(S) (S) (S) (S) (S) 1,366 (S) (S)	2,774 307 (S) 537 (S) 1,757 5,449 1,272	3,387 (S) (S) (S) (S) (S) (S) 6,192 (S)

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, http://www.census.gov/econ/www/servmenu.html>.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, http://www.census.gov/econ/www/servmenu.html>.